

Washington State Scholarship Coalition

Washington Dollars for Washington Students

***Increasing access to
scholarships.***



***Presented 12-15-2005 to the
Higher Education
Coordinating Board***

Session Goals

- **Introduce Washington Scholarship Coalition and concepts**
- **Demonstrate need**
- **Outline steps for making it happen**
- **Request HEC Board support**
- **Q & A**

Who we are

Washington State Scholarship Coalition members



Northstar

Our mission

To increase access to scholarships for Washington students by providing an easy and uniform scholarship locator and application process. And, provide donors with information on effective, efficient ways to contribute.

Our work so far

- **In response to repeated frustrations about the complexity of scholarship matching, NELA stepped forward as convener to see what could be done**
- **The coalition has been meeting monthly since November 2004**
- **Formulated a joint vision for this work**
- **Prioritized needs**
- **Gathered feedback from a variety of sectors**

Who provided feedback and support

- **Foundations**
- **Higher education partners**
- **Private donors**
- **Non-profit agencies**
- **High school counselors**
- **Students**
- **Parents**

The problem

- **Access to scholarships is critical to promoting access to college**
- **Increasing cost of college will further increase reliance on scholarships**
- **The neediest students have the most significant barriers to scholarships and financial aid**
- **Washington has no system in place to measure private scholarship giving**

Student challenges

- **Scholarship ‘myths’ prevent qualified students from applying**
- **Complex financial aid and scholarship application processes block access to financial assistance**
- **Researching available scholarships is cumbersome and confusing**
- **Using national scholarship databases can lead to unwanted marketing and unnecessary costs to students**

Donor challenges

- A lack of coordinated cooperative efforts leads to duplication of efforts, inefficiency and unnecessary administrative costs for donors.
- Lack of awareness regarding giving opportunities and processes results in untapped donor resources.
- Percentage of qualified applicants can *significantly* exceed applicant pool overwhelming single donors.
- Conversely lack of marketing can result in unused scholarships.

How to meet the needs of students and donors

- **Streamline the scholarship application process through a common application and database**
- **Increase awareness of scholarship opportunities through collaborative marketing**
- **Support public awareness campaigns focusing on the truth about scholarship eligibility requirements**

How to meet the needs of students and donors – cont.

- **Use database information to identify where the state's largest gaps are in providing public and private financial assistance**
- **Help donors more easily improve access to college**

Who has had success

State models

● Oregon

- \$9.9 million in private awards
- More than \$20 million in funds for low-income Oregonians attending college
- Submits 35,000 apps statewide

● Vermont

- Administered ~ 119 scholarship programs
- 2,431 Vermont students
- \$4.8 million in additional aid

State models – cont.

- **Nebraska(educationquest.org)**
 - A sophisticated mega web site which includes a free online scholarship search program – ScholarshipQuest – which matches Nebraska students with Nebraska scholarships.
- **Texas (collegefortexans.com)**
 - A mega web site including “everything a Texan needs to know about preparing for, applying for and paying for college or technical school.”
 - Good information about paying for college, but no interactive scholarship matching.

Washington Concept

- **Develop a scholarship clearinghouse**
- **Use a common application**
- **Provide on-line student accounts**
 - student communication
 - application submittal
 - awarding scholarships
- **Provide on-line student-to-donor matching service**

Washington Concept – cont.

- **Provide information regarding donor support services and how to connect to scholarship providers in our state**
- **Ensure statewide collaboration on scholarship marketing efforts**
- **Ensure clearinghouse is ongoing and sustainable**

Why HEC Board is our first choice

- **Shared vision of access**
- **Unbiased statewide resource**
- **Provides an opportunity to leverage in-house resources, technical expertise and state financial aid programs**
- **Allows use of already established relationships and electronic interactions with higher education institutions**

Who supports us

Foundations have expressed interest in:

- **Supporting initial design and development work**
- **Providing promotional support**
- **Potentially supporting future system enhancements, modifications and upgrades**

Making it happen – next steps

- **Determine HEC Board long-term support**
- **Secure funding for planning grant**
- **Hire project manager to develop budget and project plan**
- **Meet with foundations and other community partners to gather additional feedback on requirements**
- **Secure funding for development of system and application**
- **System design and development**
- **Product launch – including PR campaign**

What we are asking of the HEC Board

- **Continued representation on coalition**
- **Provide oversight, along with coalition, on project development**
- **Support planning grant**
- **Provide office space for contractor**

What we are asking of the HEC Board – cont.

- **Long-term stewardship of clearinghouse and common application**
 - Ongoing clearinghouse support and database maintenance
 - integrate new system and processes within the HEC Board
- **Based on planning outcomes, make a budget request for the 2007-09 biennium to maintain and support the scholarship clearinghouse**

The Coalition's ongoing commitment

- **Act in an advisory capacity to ensure more Washington students gain access to Washington dollars**
 - **Collaborate on outreach**
 - **Support public awareness campaigns**
 - **Support fundraising efforts, as needed**